

HITWISE: CHRISTMAS 2003 LOOKS SET TO BE A GOOD ONE FOR UK E-TAILERS

Submitted by: Hitwise UK

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In the run up to Christmas, Hitwise today reports that traffic to shopping sites has reached its highest point of the year to date, with the retail sector accounting for 8.06% of all online traffic during September. This represents a 44% increase in market share to shopping sites compared with the same period last year.

Shopping categories which have experienced a large increase in market share in the last 12 months include Auctions, Apparel & Accessories and Flowers & Gifts sites. The Rewards & Directories category has also seen a significant increase in market share, with traffic to sites such as Kelkoo and Pricerunner increasing by over 60% in the last 12 months.

Of the top 10 shopping sites in September, eBay www.ebay.com continued to dominate with 24.9% market share followed by Amazon www.amazon.co.uk with 5.68% and eBay Shops www.ebayshops.co.uk with 3.03%. Nevertheless, online grocery sites continue to have the highest session duration of shopping sites with visitors to Tesco www.tesco.com/superstore remaining for an average of 21 minutes and 51 seconds, followed by Sainsburys www.sainsburystoyou.co.uk with 21 minutes and 13 seconds and Waitrose www.waitrosedeliver.com with 17 minutes and 14 seconds. Of the top 5 grocery sites by session duration, however, Ocado had the highest percentage of visitors book marking the site.

27.3% of traffic to shopping sites originated from Search Engines and Hitwise Search Terms reveals that 8% of all successful searches on the web resulted in visits to retail sites. The most effective product searches were on 'mobile phones' and 'digital cameras', whilst high profile brands 'eBay', 'Argos' and 'Amazon' were the companies most UK Internet users were looking for.

For a copy of the full press release, please email jannie.cahill@hitwise.com

About Hitwise

Hitwise is the world's leading provider of online competitive intelligence services.

Each day, Hitwise monitors how more than 25 million Internet users interact with over 450,000 websites across 160 industry categories.

By monitoring more people, more websites, more often, Hitwise provides marketers with timely and actionable marketing insights into how their online presence compares to competitive websites. Companies use this information to maximize the return on their online investment in efforts such as affiliate programs, search marketing, online advertising, content development and lead generation.

Hitwise collects Internet usage information via a combination of ISP data partnerships and opt-in mega panels, and complies with local and international privacy legislation as audited by PricewaterhouseCoopers.

Founded in 1997, Hitwise is a privately held company headquartered in Melbourne, Australia and operates in the UK, US, Australia, New Zealand, Hong Kong and Singapore.

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